

**District of Columbia Department of Health
Community Health Administration
Nutrition and Physical Fitness Bureau**

**Request for Applications RFA# CHA_HFAI090415
Due Date: September 25, 2015**

The Department of Health (DOH) reserves the right to, without prior notice, reduce or cancel one or more programs listed in this Request for Applications (RFA), reject all applications, adjust total funds available, or cancel the RFA in part or whole. Funding levels in the respective program areas and budget amount in the award, if awarded, sub grant agreement are contingent on continued funding, sub grantee performance, and/or reduction, elimination, or reallocation funds by the Executive Office of the Mayor (EOM) of the Government of the District of Columbia and/or the Department of Health and in accordance with applicable sections within the sub grant award and/or agreement.



Department of Health (DOH)
Community Health Administration (CHA)
Nutrition and Physical Fitness Bureau
Notice of Funding Availability (NOFA)
Request for Applications (RFA)
RFA# CHA_HFAI090415

Healthful Food Access Initiatives

The Government of the District of Columbia, Department of Health (DOH), Community Health Administration (CHA) is soliciting applications from qualified applicants to provide innovative healthful food access programming to income eligible District residents.

Approximately **\$1,175,000** in locally appropriated funds will become available for up to three awards to provide for two separate healthful food access funding opportunities. The first opportunity will be to provide pop up style markets at elementary schools in Wards 7 and 8. The second opportunity involves administering a farmers' market incentive program for the Fiscal Year 2016 season. All awards resulting from this RFA are contingent upon the continued availability of local funds.

Eligible applicants are nonprofit organizations or businesses with a demonstrated track record in providing healthful food, nutrition and wellness education services to culturally diverse limited income District residents. **Eligible Use of Funds:** Applicants may propose projects which will increase access to and consumption of healthful foods by the target population. Funds can be used for expenses incurred during the Period of Performance, which is November 1, 2015 through September 30, 2016.

Application Process: The Request for Application #CHA_HFAI090415 will be released on Friday September 4, 2015. The RFA will be posted on the Office of Partnerships and Grant Services website, under the District Grants Clearinghouse <http://opgs.dc.gov/page/opgs-district-grants-clearinghouse>. A limited number of copies of the RFA will be available for pick up at DOH/CHA offices located at 899 North Capitol Street, NE Washington, DC 20002 3rd floor.

The deadline for submission is Friday, September 25, 2015 at 3:00 pm. All applications must be received in the DOH/CHA suite on the third floor by 3:00 pm. **Late submissions and incomplete applications will not be forwarded to the review panel.**

A Pre-Application Conference will be held at the CHA offices located at 899 North Capitol Street, NE Washington, DC 20002 3rd floor on **Friday, September 11, 2015 from 1 pm to 2 pm.** Please contact Amelia Peterson-Kosecki at 202.442.9140 or Amelia.peterson-kosecki@dc.gov for additional information.

**CHA is located in a secured building. Government issued identification must be presented for entrance.

**District of Columbia Department of Health
RFA Terms and Conditions**

v06.2015

The following terms and conditions are applicable to this and all Requests for Applications issued by the District of Columbia Department of Health (DOH) and to all awards, if funded under this RFA:

- Funding for a DOH subaward is contingent on DOH's receipt of funding (local or federal) to support the services and activities to be provided under this RFA.
- DOH may suspend or terminate an RFA pursuant to its own grant making rule(s) or any applicable federal regulation or requirement.
- The RFA does not commit DOH to make any award.
- Individual persons are not eligible to apply or receive funding under any DOH RFA.
- DOH reserves the right to accept or deny any or all applications if the DOH determines it is in the best interest of DOH to do so. An application will be rejected if it does not comply with eligibility requirements, formatting or submission requirements outlined in the RFA. DOH shall notify the applicant if it rejects that applicant's proposal for review.
- DOH reserves the right to issue addenda and/or amendments subsequent to the issuance of the RFA, or to rescind the RFA. The prospective applicant is responsible for retrieving this information via sources outlined in the RFA (e.g. DC Grants Clearinghouse).
- DOH shall not be liable for any costs incurred in the preparation of applications in response to the RFA. The Applicant agrees that all costs incurred in developing the application are the applicant's sole responsibility. No funds already awarded the applicant under other instruments or agreements shall be used by the applicant to fund the preparation of the application.
- DOH may conduct pre-award on-site visits to verify information submitted in the application and to determine if the applicant's facilities are appropriate for the services intended.
- DOH shall determine an applicant's eligibility by way of local and federal registries for excluded parties searches and documents and certifications submitted by the applicant.
- The Applicant Organization must obtain a Data Universal Numbering System (DUNS) number to apply for funding and register for the federal System for Award Management (SAM) at www.sam.gov prior to award.
- DOH reserves the right to require registry into local and federal systems for award management at any point prior to or during the Project Period. This includes DOH electronic grants management systems, for which the awardee will be required to register and maintain registration of the organization and all users.
- DOH may enter into negotiations with an applicant and adopt a firm funding amount or other revision of the applicant's proposal that may result from negotiations.

- DOH shall establish terms of agreement for an award funded under this RFA. If funded, the applicant will receive a Notice of Grant Award (NOGA). The NOGA will establish the project period (i.e. the total number of years for which funding has been approved) and define any segments of the Project Period (e.g. initial partial year, or a 12 month budget period). The NOGA shall outline conditions of award or restrictions.
- Continuation of funding, if awarded shall be based on availability of funds, documented satisfactory progress in interim and annual reports, continued eligibility and determination that the continued funding and activities is in the best interest of the District of Columbia.
- DOH shall provide the citations to the local or federal statute/s and implementing regulations that authorize the award; all applicable District of Columbia and Federal regulations, such as OMB Circulars 2 CFR 200 (effective December 26, 2014) and as applicable for any funds received and distributed by DOH under OMB circulars A-102, A-133, 2 CFR 180, 2 CFR 225, 2 CFR 220, and 2 CFR 215; payment provisions identifying how the awardee will be paid for performing under the award; reporting requirements, including programmatic, financial and any special reports required by the funding Agency; and compliance conditions that must be met by the awardee.
- If there are any conflicts between the terms and conditions of the RFA and any applicable federal or local law or regulation, or any ambiguity related thereto, then the provisions of the applicable law or regulation shall control and it shall be the responsibility of the applicant to ensure compliance.

Additional information about grants management policy and procedures may be obtained at the following site: www.opgs.dc.gov (click on Information) or click here: [City-Wide Grants Manual](#).

If your agency would like to obtain a copy of the **DOH RFA Dispute Resolution Policy**, please contact the Office of Grants Management and Resource Development at doh.grants@dc.gov or call (202) 442-9237. Your request for this document will not be shared with DOH program staff or reviewers. Copies will be made available at all pre-application conferences.

“N O T I C E”

PRE-APPLICATION CONFERENCE



WHEN: 9/11/2015

WHERE: Department of Health
899 North Capitol Street, NE
Washington, DC 20002

TIME: 1:00 pm to 2:00 pm

CONTACT PERSON: Amelia Peterson-Kosecki, Bureau Chief
Department of Health
Nutrition and Physical Fitness Bureau
899 North Capitol St., NE
3rd Floor
Washington, DC 20002
amelia.peterson-kosecki@dc.gov

Table of Contents

- Checklist for Applications..... 6**
- Section I - General Information 7**
 - Organizations/Entities Eligible to Apply for This Grant Opportunity8
 - Source of Grant Funding8
 - Award Period8
 - Grant Award and Amount.....8
 - Use of Funds10
 - Applicants shall only use grant funds to support the program listed in this RFA consistent with the terms as outlined in this RFA and the ensuing grant agreement.10
 - Indirect Cost Allowance10
- Section II - Submission of Applications 10**
 - Contact Information11
 - Internet11
 - Explanations to Prospective Applicants.....11
- Section III - GENERAL PROVISIONS..... 12**
 - Insurance12
 - All applicants that receive awards under this RFA must show proof of all insurance coverage required by law prior to receiving funds.12
 - Inspections/Licenses and Certifications.....12
 - Audits12
 - Assurances12
 - A. Assurances Required to Submit Applications (Pre-Application Assurances).....12
 - B. Assurances required for signing grant agreements for funds awarded through this RFA (Post Award Assurances)13
 - Nondiscrimination and Delivery of Services.....13
- Section IV - PROGRAM SCOPE OF WORK 13**
 - General Consideration Opportunity #1 Healthful Food Market Initiative (HFMI)13
 - General Consideration Opportunity #2 Farmers’ Market Incentive Program17

Section V - REVIEW AND SCORING OF APPLICATION 23

 Review Panel..... **Error! Bookmark not defined.**

Section VI - PROPOSAL FORMAT 26

 Proposal Requirements.....26

 Formatting Requirements.....26

 Description of Proposal Sections27

 Official Transmittal Letter27

 Applicant Profile.....27

 Organization Mission and Goals27

 Organizational History and Capacity/Understanding of Need an Financial Viability27

 Accomplishments.....28

 Staffing Plan28

 Project Description/Outcomes/Work Plan - Program Goals, Objectives and Activities28

 Timeline29

 Program Budget and Budget Narrative.....29

 Personnel29

 Non-personnel29

 Indirect Costs29

 Plans for Sustainability.....30

 Certifications and Assurances30

 Appendices30

 Attachments30

Checklist for Applications

The applicant has completed a DOH Application for Grant Funding (NEW) and attach it electronically to the electronic Application Package, which includes an applicant profile, proposal summary/abstract, contact information, and all assurance and certification documents)

The Complete Application Package includes the following:

- Applicant Profile Form
- Project Work Plan
- Project Staffing Plan
- Project Budget Form
- DOH Application for Grant Funding
- Receipt
- Package of Assurances and Certification Documents **completed and signed**
- Other Attachments and Appendices allowed or requested by the RFA (e.g. resumes, professional certifications, letters of support, etc.)

Documents requiring signature have been signed by an AUTHORIZED Representative of the applicant organization

The Applicant has a DUNS number to be awarded funds. Go to Dun and Bradstreet to apply for and obtain a DUNS # if needed.

The Project Narrative is formatted 8½ by 11-inch, **double-spaced, Times New Roman font using 12-point type with a minimum of one inch margins**. Applications that do not conform to this requirement will not be forwarded to the review panel.

The application proposal format conforms to the “Proposal Format” listed in the RFA.

The Proposed Budget is complete, complies with the Budget forms provided in the RFA, and describes the categories of items proposed.

The Proposed Work Plan is complete and complies with the forms and format provided in the RFA.

The Applicant is submitting two copies, one (1) marked “original” and one (1) additional marked “copy” along with one electronic copy.

The appropriate attachments, including program descriptions, staff qualifications, individual resumes, licenses (if applicable), and other supporting documentation are enclosed.

The application is submitted to **DOH** no later than 3:00 p.m., on the deadline date of **9/25//2015**.

Section I - General Information

The Nutrition and Physical Fitness Bureau (NPFB) invites the submission of applications for two separate healthful food access funding opportunities under the District of Columbia, Department of Health, Community Health Administration (CHA) Grant Award, and Authorization FY 2016 Budget Support Act of 2016. Applicants may submit an application for either one or both of the opportunities noted below in this Request for Applications. The two opportunities include:

Opportunity #1 Healthful Food Market Initiative (HFMI) inclusive of:

Ward 7 and 8 Elementary School Pop Up Markets

SNAP-Ed Education

Healthy Corner Stores Education

Opportunity #2 Farmers' Market Incentive Program inclusive of:

Produce Plus

Fruit and Veggie Prescription Program

Freggie Bucks

WIC Farmers' Market Nutrition Program Education and Promotion

WIC Cash Value Voucher Education and Promotion

The District of Columbia, Department of Health (DOH), Community Health Administration (CHA), Nutrition and Physical Fitness Bureau, administers various healthful food access initiatives including the Special Supplemental Nutrition Program for Women, Infants, and Children, (WIC), the Farmers' Market Nutrition Program, the Supplemental Nutrition Assistance Program: Nutrition Education and Obesity Prevention Grant Program (SNAP-Ed)/DC Eat Smart/Move More, the Produce Plus Program, and Freggie Bucks. The NPFB also partners with local organizations on initiatives such as the Fruit and Vegetable Prescription Program (FVRx) and Healthy Corner Stores.

The NPFB, is one of five Bureaus located within the Community Health Administration. The Bureau receives 97% of its funding from the United States Department of Agriculture (USDA). Its mission is to improve the likelihood District residents will make healthful food choices and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans, Physical Activity Guidelines for Americans and MyPlate. Furthermore, the NPFB promotes good health and beneficial health practices, seeks to reduce morbidity and mortality resulting from major preventable diseases, and promotes a sound, healthy environment for District of Columbia residents and visitors.

All NPFB nutrition and physical fitness activities are in alignment with District goals and objectives as outlined in the following plans or acts. Activities take into consideration the Healthy People 2020 goals and objectives, the Dietary Guidelines for Americans, and two District specific health and wellness plans: Sustainable DC (<http://sustainable.dc.gov/>) and the One City Action Plan for the District of Columbia (<http://ocap.dc.gov/page/one-city-action-plan>). Childhood obesity prevention remains a priority and the **Healthful Food Market Initiative** supports efforts to reduce the burden of this disease on District residents and resources.

One City Action Plan (OCAP): action items include: Improve access to healthful food—farmer’s markets, community gardens and grocery stores and also expanding nutrition education and increasing access to healthful foods.

Healthy Tots Act: funding child development facilities to adopt wellness policies, training and professional development activities, and nutritional and physical activity standards that promote the health of participating children.

Sustainable DC: goals are to cut in half the current 22% Citywide Obesity rate. Short term goals are to cut in half the 21% of people who are not participating in some form of physical activity on a monthly basis and also provide a new urban economic sector providing healthful, affordable food.

The District of Columbia’s Overweight and Obesity Action Plan (The Action Plan): the first five year strategic plan for the government and the community to reduce the rate of overweight and obesity.

Selection Process: CHA will select grant recipients through a competitive application process. All applications will be forwarded to a review panel to be evaluated, scored, and ranked based on the selection criteria listed below.

1. Capacity and Experience of the Applicant (25 points)
2. Project Design and Implementation Plan Including Evaluation (65 points)
3. Sustainability Plan (10 points)

The purpose of the Healthful Food Access Initiatives Grant is to expand low income resident access to and consumption of healthful foods by providing new ways to reach and teach the target population – elementary school aged children living in Wards 7 and 8 as well as recipients of local and federal safety net benefits including, but not limited to, Medicaid, SNAP, WIC, and the Senior Farmers’ Market Nutrition Program.

The Healthful Food Market Initiative (HFMI) is part of DOH’s collective impact strategy to increase access to and consumption of nutritious foods, especially fresh by elementary school aged children living in Wards 7 and 8. The applicant will detail its capacity to conduct pop-up style markets at schools in these wards and promote healthful food purchasing at corner stores and grocery stores.

The Farmers' Market Incentive Program (FMIP) will enhance resident purchasing power of nutritious locally sourced fresh fruits and vegetables, encourage increased farmers' market utilization, and promote redemption of Produce Plus and WIC and Senior Farmers' Market Nutrition Program benefits. Additionally, FMIP administrators will work local WIC agencies to promote increased utilization of cash value vouchers at farmers' markets.

Organizations/Entities Eligible to Apply for This Grant Opportunity

Eligible applicants include all public and private non-profit organizations with 501(c) (3) status serving residents of the District of Columbia.

Source of Grant Funding

Funds for the grant include local funds as allocated in the District of Columbia Budget Support Act of Fiscal Year 2016.

Award Period

The award period for this grant is one year beginning October 1, 2015 through September 30, 2016, contingent upon availability of funds.

No obligation or commitment of funds shall be allowed beyond the grant period of performance.

Grant awards may be made annually, contingent on demonstrated progress by the Grantee in achieving performance objectives, and contingent upon availability of funds. CHA reserves the right to make partial awards (e.g., providing partial funding for a proposal and/or carving out proposed services) and to fund more than one agency for each target population and service hours covered in all program areas. The Department of Health reserves the right to option a year two based on available funds, program objectives and demonstrated progress.

Grant Award and Amount

There will be at least one award for each opportunity as noted below:

Opportunity #1 Healthful Food Market Initiative (HFMI) inclusive of: \$750,000.00

Ward 7 and 8 Elementary School Pop Up Markets

SNAP-Ed Education

Healthy Corner Stores Education

Opportunity #2 Farmers' Market Incentive Program inclusive of: \$425,000.00

Produce Plus

Fruit and Veggie Prescription Program

Freggie Bucks

WIC Farmers' Market Nutrition Program Education and Promotion

WIC Cash Value Voucher Education and Promotion

The award amounts and target population selected shall reflect priorities established by the FY2016 Budget Support Act, District and federal priorities.

Use of Funds

Applicants shall only use grant funds to support the program listed in this RFA consistent with the terms as outlined in this RFA and the ensuing grant agreement.

Awards may not be used to supplant funds awarded to a provider through the Medicaid Assistance Administration, the D.C. Healthcare Alliance, or any other program within the D.C. Department of Health. All funds are meant to supplement preventive health services, education, outreach and referral services, rather than provide a major source of funding. Funds cannot be used to provide direct financial assistance to individuals other than as noted within the RFA.

Indirect Cost Allowance

Applicant's budget submissions must adhere to a ten-percent (10%) maximum for indirect costs. All proposed costs must be reflected as either a direct charge to specific budget line items, or as an indirect cost.

The Grantee shall adhere to the CHA-approved budget and work plan, which are incorporated by reference.

Section II - Submission of Applications

The Applicant shall submit by the deadline, two copies of the completed application, one (1) marked "original" and one (1) additional marked "copy" along with one electronic copy. A completed application shall include all required elements as stipulated in the RFA. All completed applications must be received no later than 3:00 pm on September 25, 2015. **Late submissions and incomplete applications will not be forwarded to the review panel.**

Contact Information

Please send all questions and comments via email using RFA# CHA_HFAI090415 in the subject line.

Grant Manager

Bryan Cheseman
Office of Grants Monitoring & Program Evaluation
DC Department of Health
Community Health Administration
District of Columbia Government
202.442.9339
bryan.cheseman@dc.gov

Program Contact

Amelia Peterson-Kosecki
Nutrition and Physical Fitness Bureau
DC Department of Health
Community Health Administration
District of Columbia Government
202.442.9140
amelia.peterson-kosecki@dc.gov

Internet

Applicants who received this RFA via the Internet shall provide the District of Columbia, Department of Health with the information listed below by contacting bryan.cheseman@dc.gov. Please be sure to put “**RFA Contact Information**” and RFA# CHA_HFAI090415 in the subject box.

Name of Organization
Key Contact
Telephone Number
E-mail Address

This information shall be used to provide updates and/or addenda to the RFA.

Explanations to Prospective Applicants

Applicants are encouraged to email their questions to the grants management contact person listed until 3:00 pm on September 15, 2015. Questions submitted after the deadline date will not receive responses. Please allow ample time for email to be received prior to the deadline.

Section III - GENERAL PROVISIONS

Insurance

All applicants that receive awards under this RFA must show proof of all insurance coverage required by law prior to receiving funds.

Inspections/Licenses and Certifications

All applicants that receive awards under this RFA shall show proof of all applicable inspections, licenses, and certifications as required by federal and state regulations and laws.

Audits

At any time or times before final payment and three (3) years thereafter, the District may have the applicant's expenditure statements and source documentation audited.

Assurances

DOH requires all applicants to submit various Certifications, Licenses, and Assurances to ensure all potential grantees are operating with proper DC licenses. The complete compilation of the requested documents is referred to as the Assurance Package. The assurance package must be submitted along with the application. Only ONE package is required per submission.

DOH classifies assurances packages as two types: those "required to submit along with applications" and those "required to sign grant agreements." Failure to submit the required assurance package will make the application either ineligible for funding consideration (required to submit assurances) or in-eligible to sign/execute grant agreements (required to sign grant agreements assurances).

A. Assurances Required to Submit Applications (Pre-Application Assurances)

Signed Assurances and Certifications

- a. DOH statement of Certification (Attachment G)**
 - b. Federal Assurances (Attachment G)**
 - c. Certifications (Attachment G)**
- Current Certification of Clean Hands from the Office of Tax and Revenue
 - 501 (c) 3 Certification or Articles of Incorporation
 - List of Board of Directors on letterhead, for current year, signed and dated by a certified official from the Board, cannot be Executive Director (Attachment A)
 - A Current Business license, registration, or certificate to transact business in the relevant jurisdiction
 - Other specialized certifications and licenses

B. Assurances required for signing grant agreements for funds awarded through this RFA (Post Award Assurances)

- Certification of current/active Articles of Incorporation from DCRA
- Proof of Insurance for: Commercial, General Liability, Professional Liability, Comprehensive Automobile and Worker's Compensation
- Certificate of Occupancy
- Most Recent Audit and Financial Statements

Nondiscrimination and Delivery of Services

In accordance with Title VI of the Civil Rights Act of 1964 (Public Law 88-352), as amended, no person shall, on the grounds of race, color, religion, nationality, sex, or political opinion, be denied the benefits of, or be subjected to discrimination under, any program activity receiving funding support from the Department of Health.

Section IV - PROGRAM SCOPE OF WORK

General Consideration Opportunity #1 Healthful Food Market Initiative (HFMI)

Opportunity #1 Healthful Food Market Initiative (HFMI) inclusive of:

SNAP-Ed Education

Healthy Corner Stores Education

The mission of CHA is to improve health outcomes for all residents of the District of Columbia with an emphasis on women, infants, children (including children with special health care needs) and other vulnerable groups such as those with a disproportionate burden of chronic disease and disability. CHA embraces the values of health equity, accountability, collaboration, and initiative in the pursuit of its mission and fosters public participation in the design and implementation of community health programs. Addressing the burden of chronic diseases through improving the health and nutritional status of the District of Columbia's most vulnerable population is critical to the mission of CHA.

To this end, CHA coordinates and helps develop an integrated, community-based health care delivery system; promotes utilization of healthful food access programs, ensures equitable access to preventive and primary health care; and fosters citizen and community participation in improving the health outcomes of all residents living in the District of Columbia.

PROGRAM OVERVIEW

The goal of this Request for Application is to award a grant(s) to community based partner(s) to make available on a monthly basis, free supplemental food and health and wellness education to elementary school-aged District residents living in designated food insecure areas of the city. The awardee will adhere to all local and federal requirements pertaining to safe food handling, including but not limited to the District Food Code.

The Applicant shall submit an application detailing its current ability and capacity to provide the following services:

1. Provide wholesome, nutritious, culturally appropriate groceries for free distribution to elementary school aged youth in the District of Columbia using a community pop up style market model at schools located Wards 7 and 8.
 - a. Provide at least 20 pounds of groceries per child per month to all eligible students.
 - b. Ensure that at least 40% of the groceries provided are fresh produce.
 - c. Ensure food items are procured via a reputable distributor and that it is wholesome and safe for human consumption.
 - d. Adhere to all local and federal food codes, regulations, and laws.
 - e. Have in place an active food recall notification policy.
2. Promote positive wellness habits to youth and their families using hands on, evidence based curricula, including, but not limited to, DC Eat Smart Move More (DC SNAP-Ed) lesson plans. Example of topics include those:
 - a. related to healthful food choices; for example, eating lower fat foods, adding one fruit each day, and switching to whole grain foods;
 - b. related to the environmental impact of dietary practices, including safe food handling;
 - c. related to promoting physical activity, such as community walking groups;
 - d. related to food shopping practices that increase purchasing power and availability of food, including using store coupons, joining store clubs for added discounts, and purchasing in bulk;
 - e. related to enhancing food security such as applying for nutrition assistance programs (i.e. SNAP, WIC, Grocery Plus (formally Community Supplemental Food Program), Farmers Market incentive programs, Congregate Meal Sites etc.) and
 - f. related to cooking, grocery tours, and overall healthful eating.
3. Provide appropriate referrals to families in need of additional safety net services including but not limited to SNAP, TANF, WIC, SSI, home delivered meals and Produce Plus.
4. Effectively promote program benefits and services using established community network and public and private partnerships.
5. Incorporate reduce, reuse, and recycle philosophy into all aspects of programming.
6. Monitor program effectiveness and impact.
7. Attend programming meetings.
8. Conduct stakeholder meetings.
9. Collect and analyze data.
10. Utilize data and monitoring results for program enhancement.

11. Engage in sustainability planning.
12. Submit program reports detailing participation, cost, and results of process and outcome evaluations, noting program impact on District residents.
 - a. Note the specifics of SNAP-Ed reporting:
 - i. To satisfy all local and federal requirements, applicant shall specify the number of direct and indirect contacts and the number of sessions that will be completed using the proposed funding. Direct education contacts (such as classes, workshops and seminars) are those where the participant is actively engaged in the learning process with an educator.
 - ii. For an activity to fully qualify as a direct education contact, information on the number of individuals, SNAP participation status, age, gender, and race/ethnicity must be collected. Indirect education contacts (such as health fairs, community meetings, conferences, expositions, and summits) are those where the participant receives information, materials, and resources but do not meet the definition of a direct education contact.
 - b. Cost details will include submission of invoices and personnel payments
 - c. The applicant is expected to conduct evaluations of activities and to submit quarterly reports.
13. Monitor and evaluate all services provided. Up to 10% of the total spending shall be allocated to program monitoring and evaluation.
14. Adhere to all reporting requirements.

Award Information

Fiscal Year Funds	2016
Approximate Fiscal Year Funding	\$750,000
Approximate Number of Awards	Minimum of one

This RFA will support at least one award to a public or private non-profit organization demonstrating the capacity, capability and experience to deliver the above specified services to District of Columbia residents in need as articulated in the following paragraph and elsewhere in this RFA. The District reserves the right to renew this award for an additional **two years** pending availability of funds and demonstrated progress.

Target Population

The recipient will direct all activities towards meeting the needs of elementary school aged children living in Wards 7 and 8 in the District of Columbia, their caregivers, and school faculty. Additionally, the recipient shall demonstrate its understanding and familiarity with District wide healthful food access initiatives and the barriers that residents face in accessing them. Lastly, the recipient shall ensure cultural competency and respect for the dignity of the population being served.

Grantee Responsibility

The Grantee shall:

1. Successfully complete all of the activities noted in the Program overview section.
2. Submit required invoices on time.
3. Attend and participate in quarterly update meetings and trainings related to nutrition education.
4. Monitor the program and submit the following documents/reports by the due date:
 - a. Four quarterly data reports that include:
 1. Participant demographics including, but not limited to:
 2. Delivery Site location (church, school, health fair etc.)
 3. Ethnicity/Race
 4. Participant Number: Direct or indirect contact
 5. Participant assistance in Federal Programs (SNAP, WIC, TANF etc.)
 6. Educational Topic areas of emphasis (calcium, whole grain foods etc.)
 7. Submit an analysis of the results of any pre and posttests
 8. Details pertaining to units distributed
 9. Referral details
 10. Details of monitoring, studies, and evaluations conducted
 - b. Other documents needed to complete the annual Healthful Food Access Report
5. Submit Final Report no later than 45 days after the end of the fiscal year
6. Provide referral information to participants as part of the education process
7. Coordinate pop up market activities with health and wellness school and neighborhood initiatives
 - a. Ensure coordination with school meal planning
 - b. Ensure coordination and promotion with Ward and community health and wellness initiatives such as urban gardens, FitDC walks, and other initiatives
8. Assist with promotion of healthful food access programs administered through the Department of Health including participation at evening and weekends events

General Consideration Opportunity #2 Farmers' Market Incentive Program

Opportunity #2 Farmers' Market Incentive Program inclusive of: \$425,000.00

Produce Plus - Administration

Fruit and Veggie Prescription Program - Administration

Freggie Bucks Education and Promotion

WIC Farmers' Market Nutrition Program Education and Promotion

WIC Cash Value Voucher Education and Promotion

The mission of CHA is to improve health outcomes for all residents of the District of Columbia with an emphasis on women, infants, children (including children with special health care needs) and other vulnerable groups such as those with a disproportionate burden of chronic disease and disability. CHA embraces the values of health equity, accountability, collaboration, and initiative in the pursuit of its mission and fosters public participation in the design and implementation of community health programs. Addressing the burden of chronic diseases through improving the health and nutritional status of the District of Columbia's most vulnerable population is critical to the mission of CHA.

To this end, CHA coordinates and helps develop an integrated, community-based health care delivery system; promotes utilization of healthful food access programs, ensures equitable access to preventive and primary health care; and fosters citizen and community participation in improving the health outcomes of all residents living in the District of Columbia.

PROGRAM OVERVIEW

The goal of this Request for Application is to award a grant(s) to community based partner(s) to administer the DOH farmers' market incentive program known as Produce Plus, as well as the financial component of the Fruit and Vegetable Prescription Program. Additionally, the recipient will assist the DC WIC Program with promoting DOH healthful food access programs such as both the WIC and Senior Farmers' Market Programs.

Brief History and Description of the Produce Plus Program

The Produce Plus Program is a DC Farmers' Market Incentive Program designed to:

- Increase consumption by income eligible residents of locally sourced fresh fruits and vegetables
- Promote increased utilization of farmers' markets
- Be part of a collective effort to ultimately effect positive changes in nutritional status of District residents

PPP targets participants in local and federal assistance programs and provides an additional means of putting food on the table.

Historically, Produce Plus has been administered through the DC Department of Health with checks being distributed at farmers' market sites. There has also been very limited distribution at places like senior centers and WIC sites. Check redemption and overall program utilization was highest when checks were given at the point of service. The applicant will detail how it plans to ensure optimal redemption of at least 93%.

Brief History and Description of the DOH Involvement with FVRx

In 2014 and 2015, a portion of local funds was set aside for the Fruit and Vegetable Prescription Program run by DC Greens in partnership with Wholesome Waves and Unity Health Care. FVRx funds are being used to enhance access to locally sourced fruits and vegetables for patients participating in various nutrition and health programs at participating Unity Health Care facilities. Although preliminary, results suggest a positive association with redeeming FVRx checks and improved health metrics.

Redemption of the FVRx checks was on par with redemption of the regular Produce Plus funds. Fiscal Year 2015 data will be reported in December of 2015.

The Applicant shall submit an application detailing its current ability and capacity to provide the following services as it relates to farmers' market incentive programming:

Farmers' Market Incentive Program Administration

Successful Program Marketing and Outreach

Effective Program Evaluation

The application shall detail how the vendor will administer a well-established farmers' market incentive program, targeting low income residents living throughout the District. Administration duties to include the following:

1. Coordinating all activities related to Produce Plus Program benefits distribution.
2. Distributing program benefits primarily at farmers' markets, but may include locations where high risk residents frequent, provided that there is a way to ensure that these residents have access to approved farmers' markets.
3. Administering the Produce Plus Program during Fiscal Year 2016. Administration will include program promotion, benefits distribution, program monitoring and evaluation, and year-end reporting.
4. Distributing program benefits to categorically eligible residents. Categorical eligibility includes those who currently participate in the following programs:
 - a. The Special Supplemental Nutrition Program for Women Infants and Children (WIC)
 - b. WIC and Senior Farmers' Market Nutrition Program (FMNP)
 - i. The DC WIC Program coordinates the WIC Farmers' Market Program. Benefits are distributed to eligible participants at the Local Agency WIC sites. See Attachment H. The DC FMNP redemption rates for WIC benefits remains lower than the national average as participants struggle take advantage of the healthful offering at local markets.
 - c. The Supplemental Nutrition Assistance Program: Nutrition Education and Obesity Prevention Grant Program (SNAP-Ed)/DC Eat Smart/Move More,
 - d. The Fruit and Vegetable Prescription Program (FVRx)
 - e. Medicaid
 - f. Social Security
 - g. Temporary Assistance to Needy Families
5. Coordinating benefits distribution using a cost effective financial management control system. This system may include check distribution, but the applicant is free to suggest other ways of ensuring that residents have increased access to fresh, locally sourced produce. Currently, benefits are distributed using a preprinted checks and utilizing an existing banking contract. The applicant is encouraged to consider alternate ways of distributing program benefits. The ability to distribute benefits across the District and to accurately account for program funds is a major component of this initiative.
6. Approving farmers' markets to participate in the program. All markets must also be approved to accept WIC and Senior Farmers' Market Nutrition Program benefits, as well

as WIC cash value vouchers (CVV). This process will require coordination with the DC FMNP Coordinators from both DOH and the DC Office on Aging.

7. Marketing and promotion of program benefits and other healthful access programs.
8. Collecting and analyzing data
9. Monitoring of and evaluating program components including process and summative
10. Promoting Freggie Bucks and DC Get Fresh throughout the year and supporting WIC efforts to increase WIC FMNP redemption. Get Fresh is the name given to the DC WIC FMNP and is part of the promotion and marketing strategy to increase redemption.
11. Providing nutrition education conforming to District of Columbia SNAP-Ed Fiscal Year 2016 goals and objectives.
12. Participating in NPFB stakeholder meetings
13. Participating in Healthful Food Access strategy meetings
14. Participating in DOH sponsored trainings related to health and wellness and program administration
15. The application shall also detail how the vendor will ensure that FVRx benefits are administered to patients receiving care at participating health service operated by Unity HealthCare. Administration duties to include the following:
 - a. Coordinating services with health care providers
 - b. Promoting FVRx benefits
 - c. Coordinating on-site farmers' markets
16. Coordinating all activities related to Fruit and Vegetable Prescription benefit distribution. Currently, benefits are distributed using a preprinted checks and utilizing an existing banking contract. The applicant is encouraged to consider alternate ways of distributing program benefits. The ability to distribute benefits across the District and to accurately account for program funds is a major component of this initiative.
17. Engaging in activities that promote program sustainability.

Award Information

Fiscal Year Funds	2016
Approximate Fiscal Year Funding	\$425,000
Approximate Number of Awards	Minimum of one

This RFA will support at least one award to a public or private non-profit organization demonstrating the capacity, capability and experience to deliver the above specified services to District of Columbia residents in need as articulated in the following paragraph and elsewhere in this RFA. The District reserves the right to renew this award for an additional **two years** pending availability of funds and demonstrated progress.

Target Population

The recipient will direct all activities towards meeting the needs of low income residents who are participating in the means tested assistance programs noted above with special emphasis on meeting needs of income eligible veterans in low access areas. Additionally, the recipient shall demonstrate its understanding and familiarity with District wide healthful food access initiatives and the barriers that residents face in accessing them. Lastly, the recipient shall ensure cultural competency and respect for the dignity of the population being served.

Grantee Responsibility

The Grantee shall:

1. Successfully complete all of the activities noted in the Program overview section.
2. Submit required invoices on time.
3. Attend and participate in quarterly update meetings and trainings related to healthful access and nutrition education.
4. Monitor the program and submit the following documents/reports by the due date:
 - a. Four quarterly data reports that include:
 1. Participant demographics including, but not limited to:
 2. Distribution site location
 3. Ethnicity/Race
 4. Direct and indirect nutrition contacts
 5. Participant assistance in Federal Programs (SNAP, WIC, TANF etc.)
 6. Educational Topic areas of emphasis (increasing fruit and vegetable consumption, cooking, shopping)
 7. Submit an analysis of the results of any pre and posttests
 8. Details pertaining to units distributed
 9. Referral details
 10. Details of monitoring, studies, and evaluations conducted
 - b. Other documents needed to complete the annual Healthful Food Access Report.
5. Submit Final Report no later than 45 days after the end of the fiscal year.
6. Provide referral information to participants as part of the education process.
7. Coordinate market activities with local health and wellness initiatives

- a. Ensure coordination with community health and wellness initiatives such as urban gardening and FitDC walks
 - b. Ensure coordination and promotion with WIC and Senior FMNP activities
8. Assist with promotion of healthful food access programs administered through the Department of Health including participation at evening and weekends events.

Section V - REVIEW AND SCORING OF APPLICATION

REVIEW AND SCORING OF APPLICATION

Technical Review (Pre-Screening)

All applications will be reviewed initially for completeness, formatting and eligibility requirements by DOH personnel prior to being forwarded to the external review panel. Incomplete applications and applications that do not meet the eligibility criteria will not advance to the external review. Applicants will be notified that their applications did not meet eligibility.

External Review Panel

The review panel will be composed of neutral, qualified, professional individuals who have been selected for their unique experiences in human services, public health nutrition, health program planning and evaluation, and social services planning and implementation.

The panel will review, score and rank each applicant's proposal based on the criteria outlined in the RFA. Individual panel members are required to provide a summary of strengths and weaknesses found in the application.

Internal Review

DOH program managers will review the individual and summary recommendations of the external review panel and make recommendations for awards. Program Managers will weigh the results of the review panel against other internal and external factors in making the final funding determinations. Those factors will include minimally a past performance review, risk assessment and eligibility assessment, including a review of assurances and certifications, and business documents submitted by the applicant, as required in the RFA. DOH will also conduct an excluded parties list search (EPLS) of the organization and executives via the federal System for Award Management (SAM) and conduct a DC Clean Hands review to obtain DC Department of Employment Services and DC Office of Tax and Revenue compliance status.

In this phase of the review process, DOH reserves the right to request clarifying supplemental information from applicants and request on-site pre-decisional reviews for those applicants being considered for award. Any request for supplemental information or on-site visits is not a commitment by DOH to fund the applicant.

The internal review panel prepares and submits a formal recommendation of prospective awardees, funding levels and service/activities to the DOH Director for signature. The DOH Office of Grants Management is responsible for certifying that all District rules and standards were followed for the RFA process.

SCORING CRITERIA

Applicants' proposal submissions will be objectively reviewed against the following specific scoring criteria listed below. The criteria are the same for both funding opportunities unless otherwise noted:

4. Capacity and Experience of the Applicant (25 points)
5. Project Design and Implementation Plan Including Evaluation (65 points)
6. Sustainability Plan (10 points)

Criteria	Scoring Total
<i>Capacity, Experience, Financial Viability</i>	
<p><u>Mission and Goals- 5</u> <i>State the organization's core mission. List the organization's goals for 2016 and beyond. Be sure the goals clearly align with the specific funding opportunity noted in the RFA. Please use no more than 125 words.</i> Extra weight given to applicants with mission that is broad in scope, alludes to collective impact strategies. Goals shall be measurable, reasonable and attainable while addressing District specific health inequities.</p>	5
<p><u>History and Capacity- 15</u> <i>Briefly describe the organization's history, with a special emphasis on projects similar to the ones proposed in the grant. Please use no more than 500.</i> Extra weight given to applicants with a history of at least five years' experience and to those with a current infrastructure that can support the proposed initiative.</p>	10
<p><u>Accomplishments - 5</u> <i>List the organization's recent (within the last three years) accomplishments related to healthful food access in the District. Please use no more than 500 words.</i> Give extra weight to applicants detailing quality of effort and quantifiable impact related number of duplicated and/or unduplicated residents reached.</p>	5
<p><u>Staff Members - 10</u> <i>Provide brief details of team members who will play a major role in completion of the proposed project. Please use no more than 100 words per person.</i> Note expertise in the following: <u>Opportunity #1</u> large scale food procurement and distribution; program planning, marketing, and evaluation; financial management; <u>Opportunity #2</u> planning and coordinating, farmers' market activities; participant education programming; group training, marketing and promotion, financial management; formative and summative program evaluation.</p>	5
<i>Total Capacity, Experience, Financial Viability</i>	25
<i>Project Design and Implementation Plan Including Evaluation</i>	

Criteria	Scoring Total
<p><u>Project Description</u> Please outline the project proposed for funding with this grant. Please use no more than 500 words. Description shall clearly include description of the type of location-based effort and its impact on the targeted demographic, anticipated partners and stakeholders, and plans for evaluation and data collection.</p>	15
<p><u>Project Outcomes</u> Please list two (2) outcomes which this project would achieve and which align with the healthful food access initiative goals for this grant. Please use no more than 500 words.</p>	10
<p><u>Project Workplan</u> Outline at least three (3) specific outputs (short term results) and activities that will be undertaken to reach project goals, objectives, and outcomes. Please use no more than 1000 words. Use the timeline template to summarize activities.</p>	25
<p><u>Project Budget</u> Please provide detailed cost information showing all direct and indirect costs including staff members, food and banking costs. Use Attachment D.</p>	15
Total Project Design and Implementation Plan Including Evaluation	65
<p><u>Plans for Sustainability</u> Describe the organizations plans for long term sustainability of this effort. If necessary, suggest ways to impact policy, systems and environmental changes. Please use no more than 500 words.</p>	10
	100

Section VI - PROPOSAL FORMAT

Proposal Requirements

Applicants are required to follow the format listed below. Each proposal submitted must contain the following information: (Page totals are advisory only, total pages must not exceed 10 double spaced pages.)

Section/Document	Maximum Word Count and Total Pages (Not to exceed 15 pages)
Official Transmittal Letter Applicant Profile (Attachment A) Table of Contents	Not Counted in page total
Mission and Goals	Maximum 125 words
History and Capacity Including Understanding of Need and Financial Viability of Applicant	Maximum 500 words
Accomplishments	Maximum 500 words
Staff Members	Maximum 100 words per person
History and Capacity Maximum page totals	5 pages
Project Description/Projected Outcomes/Work Plan Including Project Implementation, Creativity and Innovation, Goals, Objectives and Activities	Maximum 2000 words
Project Budget	Not Counted in page total
Plans for Sustainability	Maximum 500 words
Project Description Maximum Page Totals	10 pages

Note that the following are not counted in the total pages. Letters of support are optional.

Attachment A	Applicant Profile Form
Attachment B	Work Plan
Attachment C	Staffing Plan
Attachment D	Budget Form
Attachment E	Application for Grant Funding
Attachment F	Receipt
Attachment G	Assurances and Certifications

Formatting Requirements

The Project Narrative is formatted 8½ by 11-inch, **double-spaced, Times New Roman font using 12-point type with a minimum of one inch margins.** Applications that do not conform to this requirement will not be forwarded to the review panel.

Description of Proposal Sections

The purpose and content of each section is described below. Applicants should include all information needed to adequately describe their goals, objectives and plans for services. It is important that proposals reflect continuity among the goals and objectives, program design, work plan of activities, and that the budget demonstrates the level of effort required for the proposed services.

Official Transmittal Letter

An individual authorized to submit applications on behalf of the organization shall sign a letter transmitting the proposal to the Grants Manager listed in Section II.

Applicant Profile

Each application shall include an Applicant Profile, which identifies the applicant, type of organization, project service area and the amount of grant funds requested. See Attachment A.

Table of Contents

The Table of Contents shall list major sections of the proposal with quick reference page indexing.

Organization Mission and Goals

State the organization's core mission. List the organization's goals for 2016 and beyond. Be sure goals clearly align with the specific funding opportunity noted in the RFA. Extra weight given to applications with a mission that is broad in scope, alludes to collective impact strategies. Goals shall be measurable, reasonable and attainable while addressing District specific health inequities.

Organizational History and Capacity/Understanding of Need an Financial Viability

In this section the applicant should describe its' experience providing services to the target population and implementing the types of interventions proposed as well as the skills and experience of the organization and staff. Briefly describe the organization's history, with a special emphasis on projects similar to the ones proposed in the grant.

Extra weight given to applicants with a history of at least five years' experience and to those with a current infrastructure and financial viability that can support the proposed initiative.

This section should also contain a description of the target population and an understanding of need for the proposed intervention. Provide a description of the barriers they face to access

services and how the proposed program will reduce those barriers; a description of services to the target population; and a description of the wards and/or neighborhoods where services will be provided along with the reasons for choosing those areas.

Accomplishments

List the organization's recent (within the last three years) accomplishments related to healthful food access in the District. Extra weight given to applicants detailing quality of effort and quantifiable impact related to number of duplicated and/or unduplicated residents reached.

Staffing Plan

Provide brief details of team members who will play a major role in completion of the proposed project. Salaries and wages for full and part-time project staff should be calculated in the budget section of the grant proposal. A current curricula vitae shall be enclosed for each licensed professional that will be directly involved with clients.

Note expertise in the following:

Opportunity #1 large scale food procurement and distribution; program planning, marketing, and evaluation; financial management;

Opportunity #2 planning and coordinating, farmers' market activities; participant education programming; group training, marketing and promotion, financial management; formative and summative program evaluation.

Project Description/Outcomes/Work Plan - Program Goals, Objectives and Activities

Please outline the project proposed for funding with this grant. Description shall clearly include description of the type of location-based effort and its impact on the targeted demographic, anticipated partners and stakeholders, and plans for evaluation. In this section, the applicant discusses how it will evaluate the intervention from both a process and outcome perspective. Process evaluation describes how an organization will remain focused on implementing a quality program on time and within budget. Outcome evaluation describes the types of instruments chosen by the organization to document the outcome(s) of the intervention. These instruments include but are not limited to data collection, surveys, focus groups, etc. Up to 10% of the total award can be budgeted for evaluation.

The applicant shall prepare a work plan using the attached template (Attachment B) that includes measurable objectives, timelines and identification of key staff responsible. The applicant will include in the work plan all of the elements noted in the Grantee Responsibility section of this RFA.

The applicant must provide objectives that are measurable (i.e., show with numbers that progress

is being made and what specific activities are implemented to achieve each objectives).

Also included as part of the work plan and narrative shall be the following:

Timeline

The applicant shall include an achievable timeline to accompany the work plan.

Client Access, Retention and Referral

The applicant shall include a plan to access, retain and refer clients.

Program Budget and Budget Narrative

Standard budget forms are provided in Attachment D. The budget for this proposal shall contain detailed, itemized cost information that shows personnel and other direct and indirect costs. The detailed budget narrative shall contain a justification for each category listed in the budget. The narrative should clearly state how the applicant arrived at the budget figures.

Personnel

Salaries and wages for full and part-time project staff should be calculated in the budget section of the grant proposal. If staff members are being paid from another source of funds, their time on the project should be referred to as donated services (i.e., in-kind, local share and applicant share). Applicants should include any matching requirements, i.e. in-kind employees.

Non-personnel

These costs generally include expenditures for space, rented or donated, and should be comparable to prevailing rents in the surrounding geographic area. Applicants should also add in the cost of utilities and telephone services directly related to grant activities, maintenance services (if essential to the program) and insurance on the facility.

Costs for supplies such as paper, stationery, pens, computer diskettes, publications, subscriptions and postage should also be estimated.

All transportation-related expenditures should be included, estimates of staff travel, pre-approved per diem rates, ground transportation, consultant travel costs, employee reimbursement and so forth.

Indirect Costs

Indirect costs are costs that are not readily identifiable with a particular project or activity

but are required for operating the organization and conducting the grant- related activities it performs. Indirect costs encompass expenditures for operation and maintenance of building and equipment, depreciation, administrative salaries, general telephone services and general travel and supplies.

Plans for Sustainability

Describe the organization’s plans for long term sustainability of this effort. If necessary, suggest ways to impact policy, systems and environmental changes.

Certifications and Assurances

Applicants shall provide the information requested in Attachment G and return them with the application.

Appendices

This section shall be used to provide technical material, supporting documentation and endorsements.

Attachments

- Attachment A Applicant Profile Form
- Attachment B Work Plan
- Attachment C Staffing Plan
- Attachment D Budget Form
- Attachment E Application for Grant Funding
- Attachment F Receipt
- Attachment G Assurances and Certifications
- Attachment H Local WIC Agency Sites
- Attachment I Produce Plus Distributers’ Manual